

College Area/Telegraph Corridor Background Information

February 21, 2023



Existing Policy Direction, Land Use, and Zoning

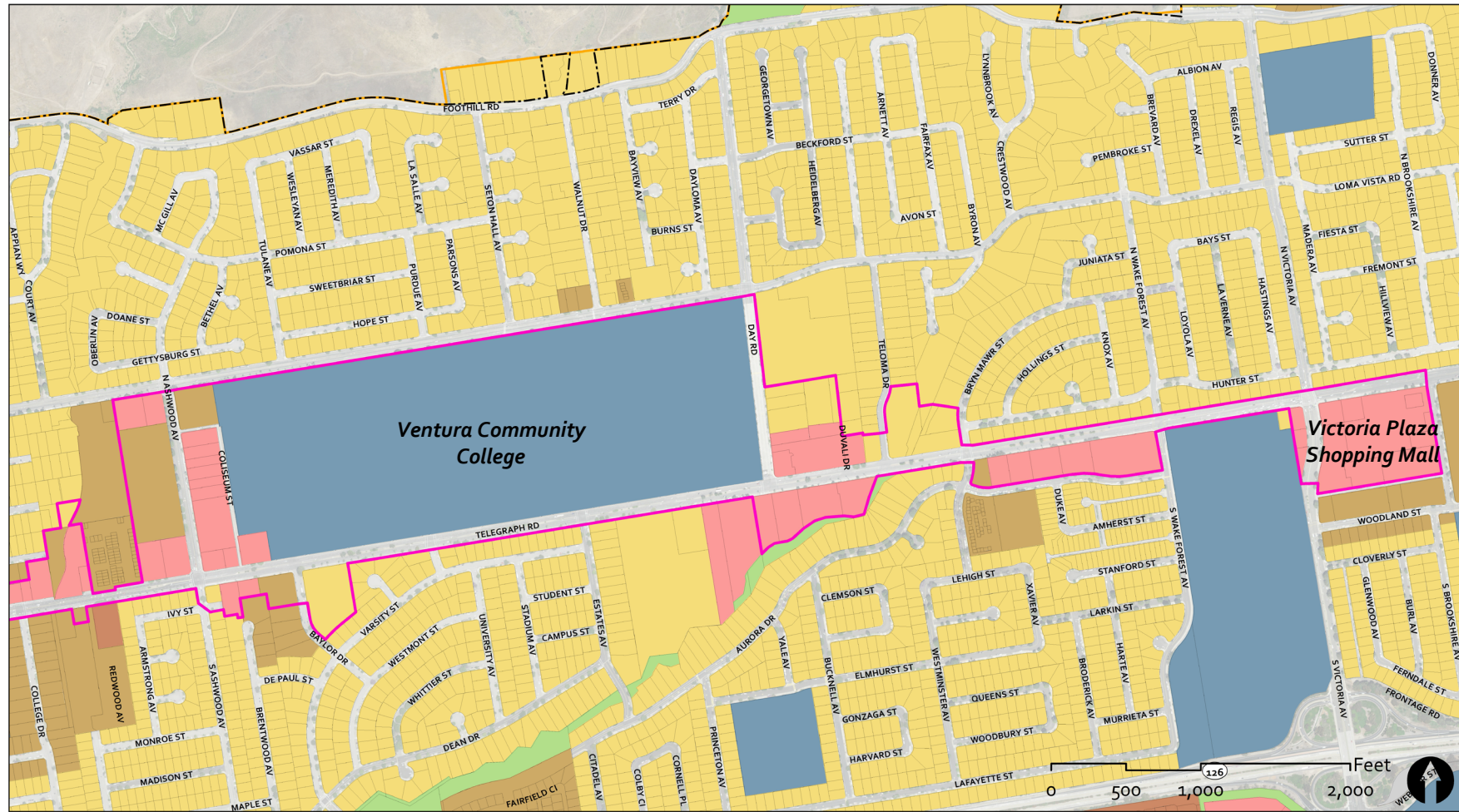
Guiding Policy/Regulatory Documents

- **General Plan:**

- Identify opportunities for these suburban-scale areas to develop with a higher intensity and mix of uses
- Create a multimodal node of housing and employment at the City's bus transfer stop
- Allow a mixture of development intensities along the streetscape length

- No specific/community plans written for this area

Current Land Use Designations



Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Current Zoning



Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

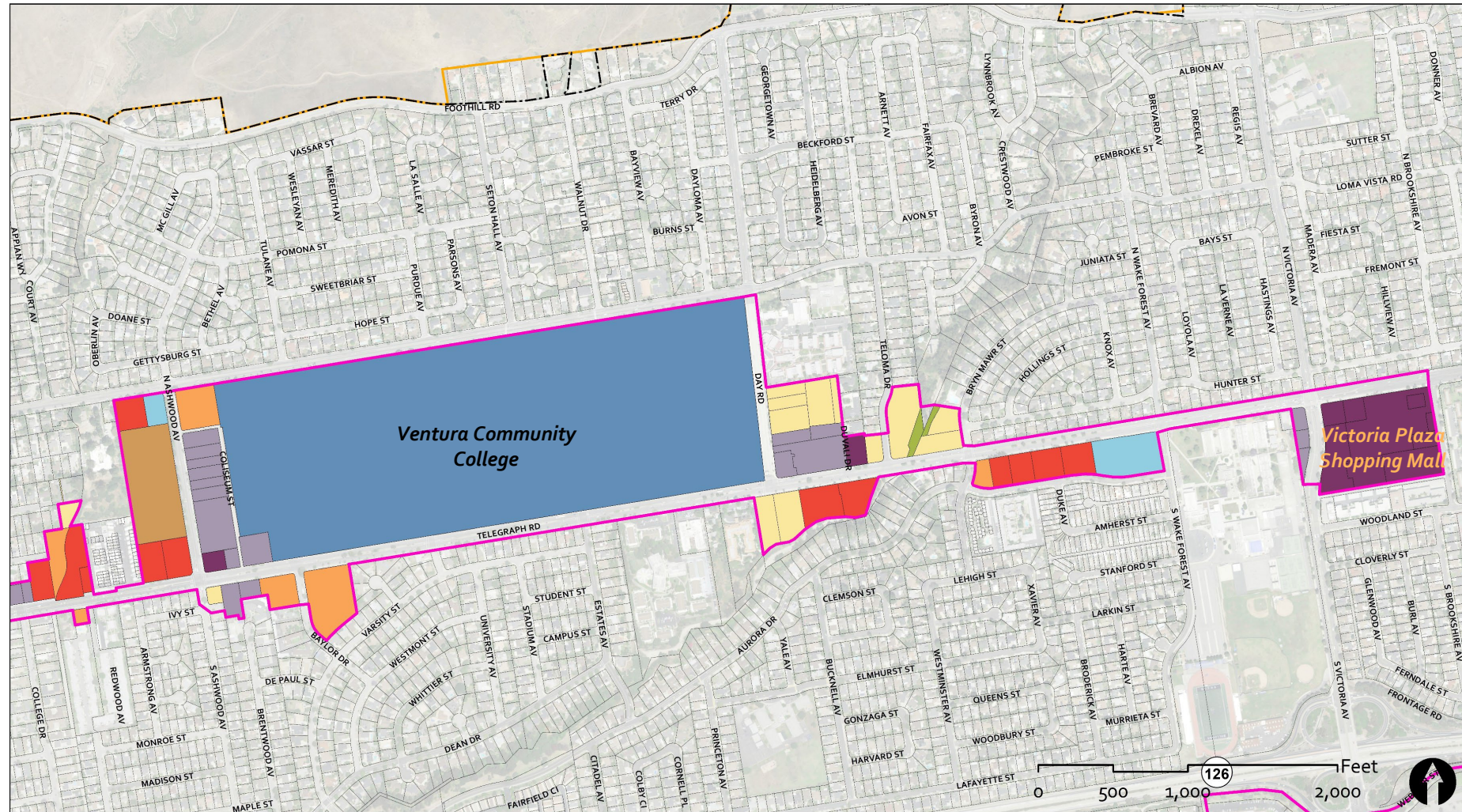
Relevant Zoning - Summary

Zoning Code	Zoning Name	Description	Source (Zoning Code, Specific Plan, etc.)	Max. Height (ft)	Max. Height (stories)	2005 GP Designation	Proposed New GP Designation (Base)
R-1	Single Family	Single family residential and some recreation/neighborhood services	Zoning Code	30	2.5	Neighborhood Low	Neighborhood Low
R-3	Multiple Family	Multifamily residential, condominiums, and some recreation/neighborhood services	Zoning Code	45	3	Neighborhood High	3 story MF
R-P-D	Residential Planned Development	Residential developments and some recreation/neighborhood services	Zoning Code	30	N/A	Depends on location (ranges from NL to NH)	3 story MF
C-1	Limited Commercial	Certain commercial retail and residential	Zoning Code	45	3	Commerce	Mixed Use 1
C-1A	Intermediate Commercial	Certain commercial retail and residential	Zoning Code	75	6	Commerce	Mixed Use 4
C-2	General Commercial	General commercial retail and residential	Zoning Code	75	6	Commerce	Mixed Use 4
CPD	Commercial Planned Development	General commercial retail and large shopping centers	Zoning Code	75	6	Commerce	Commercial
PO	Professional Office	Administrative and professional services	Zoning Code	45	3	Commerce	Commercial

Land Use Alternatives

“Base” Designations

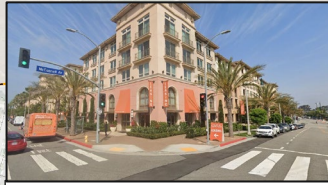
- Base designations consistent with zoning code
- Supports Ventura Community College by creating “centers” of mixed-use activity for students and the opportunity for more student housing.
- Identifies opportunities for these suburban-scale areas to develop with a higher intensity and mix of uses.
- Allows housing on the VCC campus.



Data Sources: City of Ventura (2020), County of Ventura (2020), ESRI (2020)

Core Alternative

- Implements moderate increases in allowed density and height adjacent to VCC to support the long-term viability of the Community College.
- Increases permitted height of mixed-use development at the shopping center on Ashwood Avenue to Mixed Use 3 (5 stories).
- Reduces height allowed at Victoria Plaza Shopping Mall while still allowing multifamily housing with the Neighborhood Center designation (4 stories).
- Increases density at select residential parcels around VCC.



Mixed Use 3
Change from Mixed Use 1 and 4, and Neighborhood Low and Medium



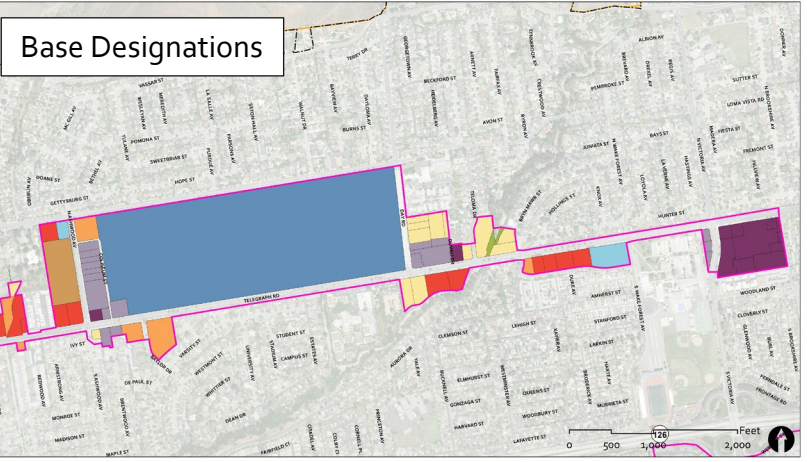
3 Story Multifamily
Change from Neighborhood Low



Neighborhood Center
Change from Mixed Use 4



Mixed Use 2
Change from Mixed Use 1 and 4



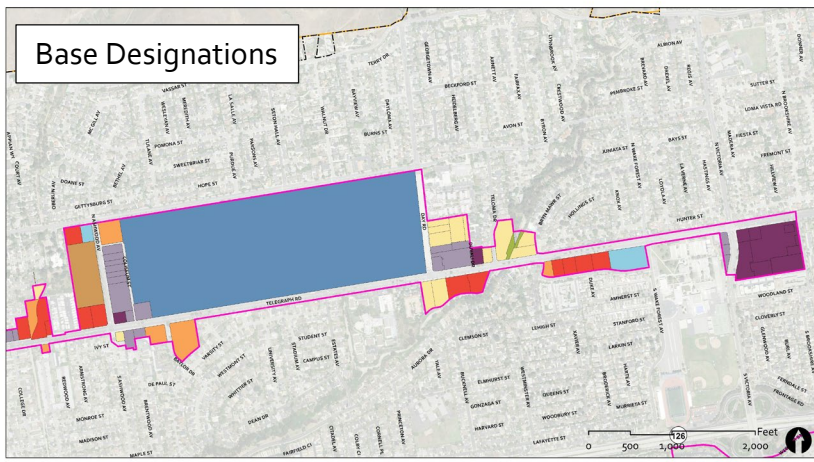
Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Expansion Alternative

- Promotes mixed use development by intensifying the land use designations from Mixed Use 2 to Mixed Use 4 (from 4 to 6 stories).
- Increases permitted height of residential parcels east of Day Road to 3- and 4-story residential to encourage additional student housing.
- Maintains height at Victoria Plaza Shopping Mall (6 stories and 75 feet).



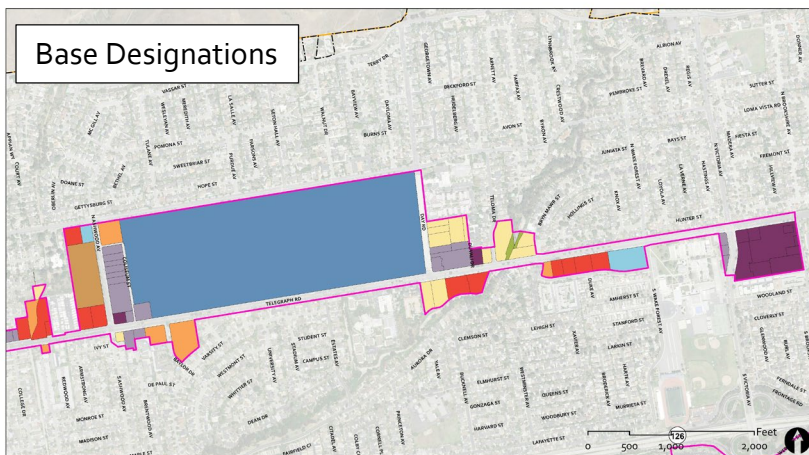
Base Designations



Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Distributed Alternative

- Combines elements of both alternatives in order to allow a moderate increase in height in select locations.
- Redesignates key parcels along Telegraph to Mixed Use 2 (4 stories).
- Reduces allowed height and density of Victoria Plaza Shopping Mall from 6 to 4 stories.
- Increases allowed residential densities of parcels on Day Road to allow 3-story multifamily buildings and attached single family homes.

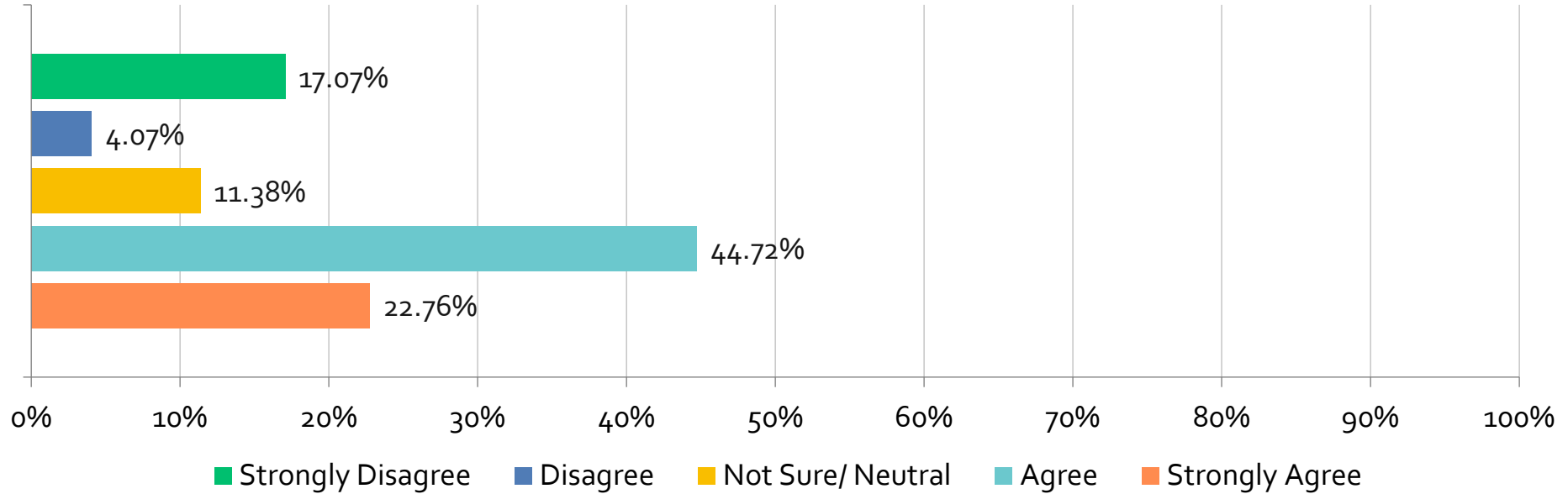


Data Sources: City of Ventura (2020); County of Ventura (2020); ESRI (2020)

Survey Results

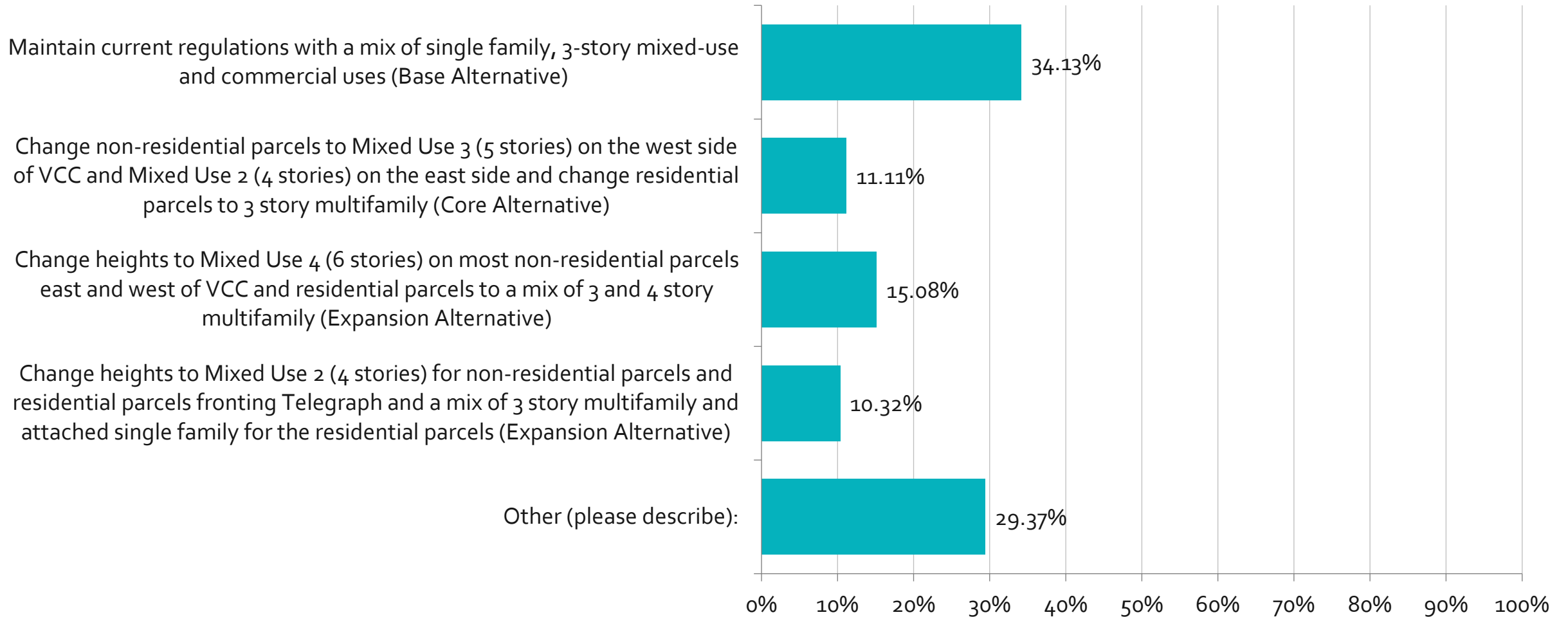
- Presents just the results of the land use-specific questions; the question numbers are the same as the survey for cross referencing.

Q1: The current General Plan envisions supporting the vibrancy of Ventura Community College (VCC) by creating retail and commercial “nodes” and multifamily housing (for students and others) near the campus along Telegraph, Day, and Ashwood. Please indicate your level of agreement with this vision.



Strongly Disagree	Disagree	Not Sure/ Neutral	Agree	Strongly Agree	Total
17.07% (21)	4.07% (5)	11.38% (14)	44.72% (55)	22.76% (28)	123

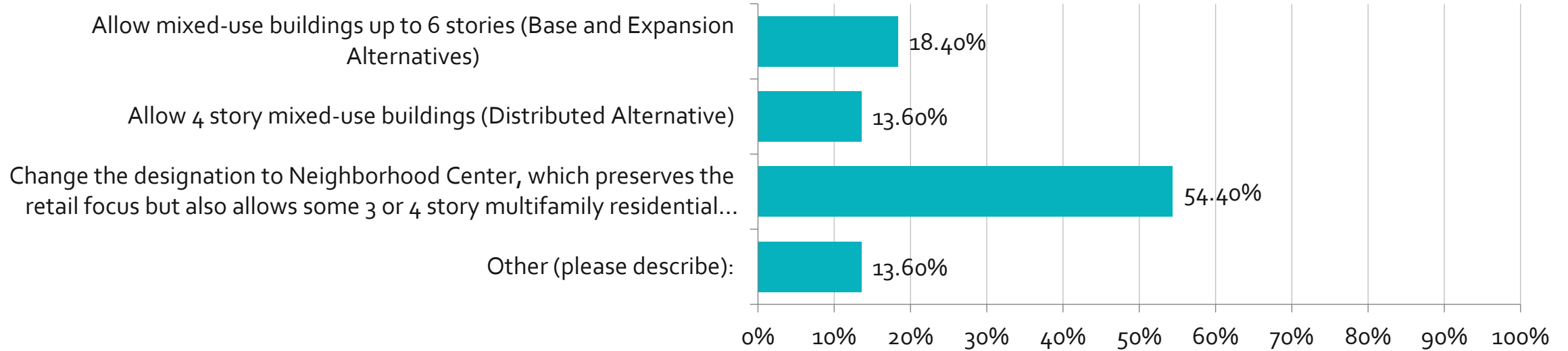
Q2: Please tell us your thoughts on the land use mix for the areas east and west of Ventura Community College.



Q2, continued: Please tell us your thoughts on the land use mix for the areas east and west of Ventura Community College.

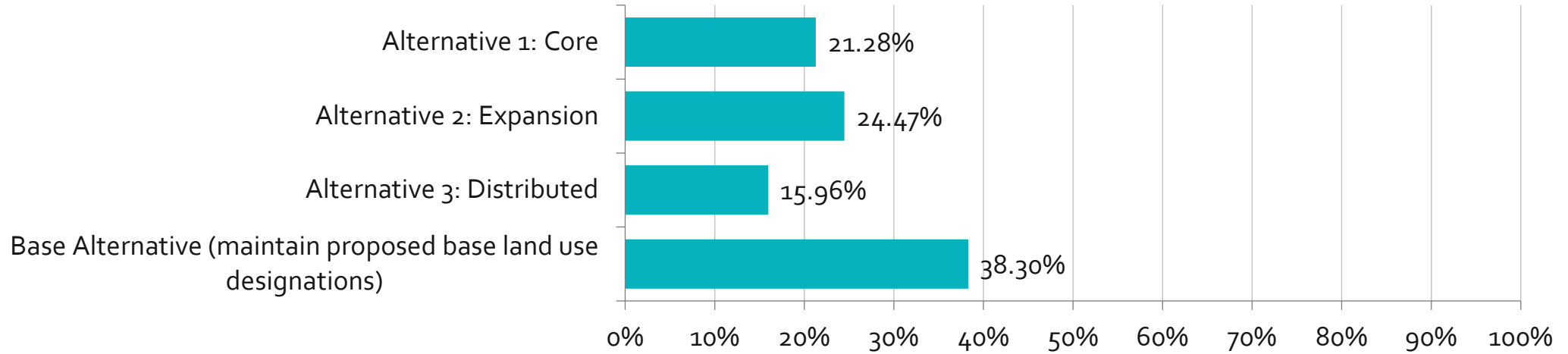
Answer Choices	Responses
Maintain current regulations with a mix of single family, 3-story mixed-use and commercial uses (Base Alternative)	34.13% (43)
Change non-residential parcels to Mixed Use 3 (5 stories) on the west side of VCC and Mixed Use 2 (4 stories) on the east side and change residential parcels to 3 story multifamily (Core Alternative)	11.11% (14)
Change heights to Mixed Use 4 (6 stories) on most non-residential parcels east and west of VCC and residential parcels to a mix of 3 and 4 story multifamily (Expansion Alternative)	15.08% (19)
Change heights to Mixed Use 2 (4 stories) for non-residential parcels and residential parcels fronting Telegraph and a mix of 3 story multifamily and attached single family for the residential parcels (Expansion Alternative)	10.32% (13)
Other (please describe):	29.37% (37)
TOTAL	126

Q3: The Victoria Plaza Shopping Center located on the southeast corner of Telegraph and Victoria currently allows mixed use buildings of 6 stories and 75 feet. Please tell us your thoughts for the vision for this area.



Answer Choices	Responses
Allow mixed-use buildings up to 6 stories (Base and Expansion Alternatives)	18.40% (23)
Allow 4 story mixed-use buildings (Distributed Alternative)	13.60% (17)
Change the designation to Neighborhood Center, which preserves the retail focus but also allows some 3 or 4 story multifamily residential buildings. (Core Alternative)	54.40% (68)
Other (please describe):	13.60% (17)
TOTAL	125

Q4: Based on what you have seen so far, which alternative best matches your vision for the future of the College area?



Answer Choices	Responses
Alternative 1: Core	21.28% (20)
Alternative 2: Expansion	24.47% (23)
Alternative 3: Distributed	15.96% (15)
Base Alternative (maintain proposed base land use designations)	38.30% (36)
TOTAL	94

Key Takeaways

- Strong support for a vision that creates retail/commercial “nodes” and multifamily housing (Q2)
- Respondents split on maintaining current zoning or having some form of denser land use mix (Q2)
- Strong direction to downzone the Victoria Plaza Shopping Center to “Neighborhood Center” (Q3)

